

Summary of Task Force Comments

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Strengths	Weaknesses
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1. Vision, Outcomes and Understanding Specific Plan:

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| <ul style="list-style-type: none"> • Environmental footprint approach intriguing but vague • Very general overview/approach thoughtful • History and informality emphasis good • Experience with local market • Success in previous projects/good vision • Met objectives/understood Valley goals • Well prepared/researched & a good experience • Good energy efficient concept/global reach • No preconceived notions/want world class model • Simple/good vision | <ul style="list-style-type: none"> • Plan approach too conceptual • Not familiar with current Plan • How would they involve landowners? • Process too vague • They have already made up their mind • Weak on economic and implementation • Little discussion of jobs/housing integration • Did not show how to get 25,000 units • What is their overall approach to vision? • Did not speak about high density/industry • Not much in terms of style of planning • More architects than planners • Doesn't include wishes of businesses • Only comparable project is Mission Bay • Only addresses some aspects of the Plan |
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Other Comments:

- Eager to please, but not a good vision
- Overall, strong on environment, but not whole picture

2. Overall Project Approach:

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| <ul style="list-style-type: none"> • Great visuals and examples of plan components • Addressed the key elements • Clear, well organized and have good vision • Very concerned with environment/natural corridors • Flexible approach and have the philosophy down • Innovative iterative approach • Open minded and experienced • Excellent, but hard to tell in 15 minutes • Like the idea of historic approach • Liked idea of greenbelts and views to hills | <ul style="list-style-type: none"> • Approach too vague • Unclear how they will bring public in • How would they really do the Plan? • Approach too oversimplified • Not enough detail/light on planning • Weak local involvement and consultants • No discussion of graphics • Has good experience with big projects |
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	Strengths	Weaknesses
<u>3. Quality of Presentation:</u>		
<u>a. Organization:</u>	<ul style="list-style-type: none"> • Good flow through the points • Great visuals of plan components • Very organized • Well done • Strong overall written presentation 	<ul style="list-style-type: none"> • Poorly organized and no theme • Devoid of emphasis/weak examples • No examples of how to do mixed use • How would they deal with mixed density? • Did not address implementation • Superficial treatment of urban issues • Too rushed and too general • Hard to judge their sincerity • Not enough detail/too "warm and fuzzy"
<u>b. Substantive Content:</u>	<ul style="list-style-type: none"> • Organized/complete and addressed Valley's goals • Has worked on Master Plan • Strong on environmental • Simple in concept • Strong philosophical ideas • Strong experience • Very good/covered sensitive points 	<ul style="list-style-type: none"> • High tech classroom, too "pie in the sky"
<u>c. Graphic Content:</u>	<ul style="list-style-type: none"> • Good power point presentation • Good graphics/colorful/relevant topics covered • Conceptual only • Accurate representation of Valley 	<ul style="list-style-type: none"> • Not as good as other teams. • Did not show how they do visualization • Should have had more specific examples • Pictures did not accurately predict design • Should have had photos of other projects
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<u>4. General Comments:</u>		
<ul style="list-style-type: none"> • Weak overall • Refreshing candor in Q and A • Sustainable development/good • Staff should review their projects • Ohlone and farming emphasis good 	<ul style="list-style-type: none"> • Not in the same league as the other teams • Seemed most concerned about environment • Assumed that we'd read their materials • Emphasis on sense of place/history good 	<ul style="list-style-type: none"> • Like the idea of informality • How to plan for 75,000 and keep informality? • Would like to see a local company involved • They seem like they are being realistic